



Parasols.

(On the Second Floor, Facing the Great Suit Room.)

You'll need one Easter Sunday. A dainty Parasol will be necessary this season if you'd be up to date, and it should match or harmonize with your costume. The tendency is back to gay colors and fluffiness in the general character of dress, and this calls for a parasol. We have white embroidered linen parasols to match white costumes, and also show pretty silk parasols to match any color. Prices.....\$2 and up

Nugent's

For Baby.

Children's Lawn, Mull and Straw Hats, prettily trimmed with lace embroidery or ribbons—prices 50c to \$2.50
Fancy Point d'Esprit Hats.....\$2.25 to \$4.50
Point d'Esprit Bonnets, trimmed in lace and ribbon.....\$1.75 to \$4.25
Large assortment of embroidered Lawn Bonnets at 50c to \$1.50
White Serge Reefers—three-quarter-length styles, at \$1.50 to \$2.25
White Pique Reefers.....\$1.00 to \$2.50
White Pique Short Coats at from.....\$1.50 to \$2.50



HANDSOME EASTER GOWNS, SUITS AND WRAPS

Typical Nugent values in the great Cloak and Suit Room! We are fully prepared for an unusually large Easter trade. Every woman in St. Louis will be interested in something new to wear on Easter Sunday, and she'll find it here—just the proper thing, distinguished by good taste, originality, style and fine workmanship, coupled with our great ready-money principles of doing business, which give you the very best at the price of the very ordinary kind. Don't judge by price alone, but see the goods and note the difference! It's in the make! We never slight a garment in order to get the price down! It must be perfect or we won't have it at any price! No disappointments here! No doubt or worry if you buy ready-to-wear apparel at Nugent's! The following are apt illustrations of this and of the Purchasing Power of Ready Money.



Tailor-made Wool Suits—very stylish, well-made short-coat Suits of Panama cloth, in light mixtures and shepherd checks, beautifully trimmed. Our ready-money system makes these \$30.00 and \$25.00 suits cost you.....\$15.00

300 beautiful Suits of novelty mixtures, broken plaids, checks and plain materials—short or long coat models—perfectly tailored and tastefully trimmed—worth \$30.00 to \$37.50. Our ready-money system makes the price.....\$25.00

A new line of the Redingote Suits, of fine, fancy English mohairs—very light weight for summer wear—would sell regularly at \$37.50 to \$40.00 each. Our way you get them at.....\$29.75

Now models in the popular 26-inch, 36-inch and 42-inch fitted Coat Suits—also 50-inch Tuxedo Redingote Suits, made of plain gray cloths, gray mixtures, broken checks, plain serges and Panamas—suits that in the regular way would bring \$47.50 to \$60.00 each. Our ready-money way permits us to sell them.....\$33.50 to \$37.50

Tailor-made Silk Suits—suits of chiffon, taffeta, in black, royal, recede, tan, navy or bottle green, with new full surplice blouse waist, side-pleated skirt, trimmed in self-color—regular \$37.50 suits. Our cash price.....\$25.00

New 45-inch Redingote Suits of splendid soft, lustrous chiffon taffeta, with long roll shawl collar and lace trimmed—all shades—worth \$40.00. This week.....\$29.75

The new two and three piece Suspender and Dutch Waist Costumes and Suits, made of genuine imported French silks—at \$37.50, \$49.00, \$57.50, \$69.00 and \$75.00

Evening Gowns—We have the reputation and we have the goods to back it up, but if you were to judge us by past seasons you would get a very inaccurate idea of the extensiveness of our stock and the exclusiveness of our styles to-day. Our French Costume Rooms, where these goods are shown, are by far the most commodious in the city. Our latest importations in evening and reception gowns range \$65.00 to \$150.00 in prices from.....

Also Crepe de Chine Dresses, for street and theater wear—all shades—all silk lined and with silk drop skirts, at.....\$15.00 Up

Easter Coats of taffeta silk, in long or short styles. A great showing, at.....

\$21.50, \$18.75, \$15.00, \$10.00 and as low as \$5.00

Handsome tailor-made Cloth Jackets—lined and unlined—in black, tan, or castor—perfect-fitting and well tailored—

\$27.50, \$25.00, \$18.50, \$15.00, \$10.00, \$7.50 and \$5.00

New Shirt Waists—It's all in the make—if you've never worn a Nugent Waist you cannot realize how much difference there is. Here are good China Silk Waists with full front of broad tucks, tucked sleeves and Val. lace at cuffs and collar—sizes 32 to 44—pure white or solid black—actual value \$3.00. Your choice at.....\$1.95

Imported hand-embroidered Handkerchief Linen Waists, in new designs and all sizes—worth \$5.50 and \$6.00 each. An Easter special at.....\$3.95

Allover Net Lace Waists—lingerie effects—broad shoulder effects—trimmed with Irish point medallions and insertion—white or ecru—worth \$10.00. Our ready-money price.....\$5.95

Beautiful Dress Waists—new and novel effects in exclusive designs—lingerie effects of chiffon taffeta, nets and allover lace—\$37.50, \$25.00, \$18.50, \$15.00 and \$10.00

Separate Skirts—a full line of extra sizes, in all makes and at all prices—\$60 pleated skirts in light mixtures—skirts you've been paying \$6.50 and \$7.00 for—also plain Mohair Skirts in black, blue or brown.....\$3.95

Pleated Walking Skirts of men's wear worsteds, coverts, herringbone and storm serges—worth \$7.50 to \$10.00. Choice at.....\$5.00

New model taffeta Silk Skirts of fine quality, elaborately shirred—black, blue or brown—worth \$16.50. Our cash price.....\$10.00



Girls' Dresses—a big selection of dainty Wash Dresses at from \$1.00 up

Girls' Wool Suits in all styles.....\$2.50 up

Girls' new Wraps at from.....\$2.50 up

Confirmation Dresses—a very complete line of correct styles for girls of all ages, at prices from.....\$2.50 up



Kid Gloves.

The best in the world! The matchless Trefousse Kid Gloves from Paris, which have won first prizes at every exposition for the past thirty years! We show them in four qualities, twenty styles and in every imaginable color. Prices.....\$1.50 and up

Our "Victoria" Gloves are the only real French Kid Gloves sold in St. Louis to-day at One Dollar per pair. We have girls' sizes as well as women's. The best kid glove made for.....\$1.00

Stationery and Engraving

A Sale of surpassing interest. Here are big savings.

Scotland Linen—a fine fabric paper in white, blue or gray—note or correspondence sizes—one quire to a box, goods, at.....\$1.50
Broadened Initial Fabric Paper—any letter—24 sheets per package and 24 envelopes in box.....15c

"Nugent's Special" Linen Madras Paper in one-pound packages—white, blue or gray tints.....15c

Envelopes to match pound.....5c
Whiting's high-grade Fabric Papers—24 sheets and 24 envelopes in box—worth 25c. Sale Price.....25c

"Nugent's Special" Irish Linen—60 sheets and 60 envelopes in neat box for only.....25c
For this week only, to coincide with our splendid engraving facilities, we will furnish you 100 beautifully Engraved Visiting Cards with Copperplate for only.....75c

Others ask \$1.50, and our regular close cash price is 95c, so you can readily see this is an offer of decided merit. It only holds good this week.

EMBROIDERING—SPECIAL OFFER!—Your choice of several styles of initials, embossed in colors on any paper 10c per quire you may select during this sale at.....10c

Lighter Underwear.

You'll need lighter Underwear by Easter. Here's a chance to supply your needs at Nugent's low cash prices, that save you money on every garment.

Men's Combed Egyptian Balbriggan Shirts and Drawers—regular price 35c per garment.....35c

Men's fine quality French Balbriggan Shirts and Drawers—a good 90c quality at.....65c

Women's fine Lisle-Thread Vests, in regular and extra sizes, at.....25c

Women's fancy-weave low-neck Lisle Vests—regular 25c quality, at.....15c

Women's white lace-trimmed umbrella Drawers—regular and extra sizes.....25c

Art Needlework Dept.

Several special purchases that mean exceptional buying opportunities to-morrow!

We closed out the entire surplus stock of stamped and tinted Pillow Tops from one of the largest manufacturers, so that we can offer 50c to 75c tops and backs at.....29c

Also a fortunate purchase of fine Silk Cords and Tassels enables us to sell a regular \$3c cord in all colors for.....45c

Special lot Tinted Togs with backs—regular 25c goods—a big variety of patterns, at.....15c

The popular "Hardanger" stamped Squares—regular 25c 12 inch ones for.....15c

50c 18-inch ones for.....25c
75c 24-inch ones for.....45c

Initial Medallions—large size, for marking underwear—regular 25c size for.....10c
Regular 50c size for.....25c

Easter Millinery Display.

An unrivaled showing of style and beauty, the refined elegance of which proclaims most emphatically the fact of Nugent's millinery superiority.

Magnificent conceptions in imported pattern hats, shown to-morrow for the first time, comprising the finest creations from the smart English and Parisian Art Milliners. Superb dress hats at—\$10, \$12.50, \$15, \$20 and \$25

Then here are some strikingly picturesque hats for girls and misses—the equals of which cannot be found west of New York. Chic, girlishly trimmed hats for ages 10 to 15 years, at prices ranging from.....\$2.95 to \$10.00

Also some pretty hats for little children at.....\$1.95

Jaunty, stylish shirt-waist and ready-to-wear hats at \$3.95, \$4.95, \$5.75 and up to \$8.75



Dress Goods! Just Like Finding Money!

A sensational offer that will stir up the town! The best dress-goods bargain yet. One hundred pieces of Novelty Panama Voiles, worth \$1.00 and \$1.25, at 88c a yard. A New York commission house had these goods on consignment and forced the sale for their commission—that's the secret of it!

These are 50 and 54 inches wide and light weight. Colors are grays, tans, browns, navy blues, the new blue and green effects, Oxford, beige, etc., in silklike nub effects, overshot with small flecks of red, green, blue, white, etc. Beautiful \$1.00 and \$1.25 goods. Take your choice to-morrow at.....55c

Regular 25-Cent India Linons at 9½c!

A money-saving marvel if there ever was one! Save your car fare both ways on every yard and a nickel to put back in your pocket! One of those rare trade happenings that come seldom, even at Nugent's! Nearly 500 pieces of exceptionally fine and sheer 36-inch India linon, that would ordinarily cost you 25c a yard. It goes Monday at.....9½c a yard!

A Novelty--Gunny-Sack Silks!

Loosely woven, rough-finished silk fabrics that are the swellest goods imaginable for suits, long coats, etc. Being so open in the weave they're far cooler than regular silks.

"Rajah Silk" is 27 inches wide and comes in all colors from oyster whites to dark street shades. Our cash price is.....\$1.25

"Burlingham Silk" is also 27 inches wide and is even richer and rougher in its make-up. Comes in all colors. Price.....\$1.75

Linen Pattern Tablecloths for 98c.

Something way out of the ordinary! Several hundred of these handsome all-linen pattern cloths, which we secured outside of the usual trade channels at practically our own figure!

They're 2½ and 3 yards long, all hemmed ready for use and are not starched, but have the soft family finish. Under regular conditions we would be compelled to ask \$1.65 to \$1.95 each. Our fortunate purchase allows.....98c each

B. NUGENT & BRO. DRY GOODS CO.,

Broadway, Washington Avenue and St. Charles Street.

Laces and Embroideries.

Just a touch of filmy lace for that charming new Easter gown!

Venise Bands, 2 to 4 inches wide—white and ecru—worth \$2.00 a yard—Monday at.....50c
Oriental Laces for gloves, in white and cream, 4 to 6 inches wide—worth 40c and 50c a yard.....25c
French Valenciennes Lace Edges and Insertions to match—worth 25c and 30c a yard.....25c

Easter Handkerchiefs.

This is the handkerchief store of St. Louis. No doubt of it. Those other stores whose stocks approach ours in excellence and variety ask higher prices.

Ladies all linen hemstitched, 12½ and 16 inch bands—regularly \$2.00 at 25c and 30c each—Monday at.....12½c
Ladies' 20 Square Embroidered Handkerchiefs with eight import sections—white linen—12½c

\$1.00 Ribbons for 48c.

An offer of special importance to those needing Easter girdles, sashes, hair ribbons or neck ribbons! These are full 7-inch satin-edged Taffeta Ribbons in the most desirable new shades of rose, violet, champagne, French gray, beige, brown, cardinal, green, baby blue, turquoise, drift, navy, white, black and cream—actual value \$1.00 a yard.

Special price.....48c
¾ to 5 inch plain and novelty Ribbons in hundreds of colors—worth 35c to 40c per yard. Novelty choice Monday at.....14c

Black Wool Voiles.

A big shipment direct from France—made of finest Australian wool, with absolutely permanent and fadeless black dye. Here are bargains that are most important to you!

40-inch Black French Voiles at.....30c
42-inch Black French Voiles at.....35c
44-inch Black French Voiles at.....40c
46-inch Silk and Wool Chiffon Voiles.....\$1.00
48-inch fine Mesh Chiffon Voiles.....\$1.25
48-inch fine Mesh Chiffon Voiles.....\$1.50
48-inch fine Mesh Chiffon Voiles.....\$1.75
48-inch fine Mesh Chiffon Voiles.....\$2.00

Beds and Bedding.

Here's a good, strong Iron Bed, 40 inches high, with 1 1/2-inch pillars, exactly like illustration: encased in a number of colors, and worth fully \$5.00, that we offer Monday at.....\$3.28

Brass-trimmed Iron Beds, in white, pink, blue, green and black—a bargain.....\$4.90

Handsome Beds of best English brass, with heavy 3-inch pillars and low foot—regular \$28.00 and \$30.00 beds. Our cash price.....\$22.50

Comforts—Full-size spring-weight Comforts with figured silkline covers and good white cotton filling.....\$1.00

Full-size Comforts, good grade fancy all-wool—regular \$1.35 with ruffle on edge—price.....\$1.10

Shower—2500 unbleached seamless sheets, real good quality—the 50c grade at.....45c

5100-inch bleached seamless sheets of the quality, the kind that sell for 75c regularly—our price.....50c

Mattresses—Felt Mattresses of extra fine grade, with good satin tick for \$10.00—our price.....\$7.50

